

RESPONSIBLE AND EFFECTIVE USE OF INTERNET-BASED CAPABILITIES

Date Signed: 3/29/2010
MARADMIN Active Number: 181/10

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MARADMIN 181/10

MSGID/GENADMIN/CMC WASHINGTON DC DMCS//

SUBJ/RESPONSIBLE AND EFFECTIVE USE OF INTERNET-BASED CAPABILITIES//

REF/A/MSGID:MSG/CMC WASHINGTON DC C4/032022ZAUG2009//

REF/B/MSGID:MSG/CMC WASHINGTON DC C4/071052ZDEC1999//

REF/C/MSGID:DOC/DEPSECDEF WASHINGTON DC/25FEB2010//

REF/D/MSGID:DOC/SECDEF WASHINGTON DC/29NOV2007//

REF/E/MSGID:MSG/CMC WASHINGTON DC C4/240801ZMAR2000//

REF/F/MSGID:DOC/CMC WASHINGTON DC PLI/18MAY2007//

REF/G/MSGID:DOC/CMC WASHINGTON DC C4/09APR2009//

REF/H/MSGID:DOC/CMC WASHINGTON DC ARDB/18APR2006//

NARR/REF A IS MARADMIN 0458/09, IMMEDIATE BAN OF INTERNET SOCIAL NETWORKING SITES (SNS) ON MARINE CORPS ENTERPRISE NETWORK (MCEN) NIPRNET. REF B IS MARADMIN 541/99, INFORMATION ASSURANCE BULLETIN 2-99, GUIDANCE ON THE USE OF COMMERCIAL ELECTRONIC MAIL (EMAIL) SERVICES REF C DEPSECDEF DIRECTIVE-TYPE MEMORANDUM, DOD POLICY FOR RESPONSIBLE AND EFFECTIVE USE OF INTERNET-BASED CAPABILITIES REF D IS DODD 5500.7-R, JOINT ETHICS REGULATION REF E IS MARADMIN 162/00, INFORMATION ASSURANCE BULLETIN 2-00, APPROPRIATE USE OF GOVERNMENT INFORMATION TECHNOLOGY RESOURCES REF F IS MCO 3070.2, THE MARINE

CORPS OPERATIONS SECURITY (OPSEC) PROGRAM REF G IS THE MARINE CORPS ENTERPRISE INFORMATION ASSURANCE DIRECTIVE (EIAD) ON PERSONALLY IDENTIFIABLE INFORMATION REF H IS MCO 5210.11E, THE MARINE CORPS RECORDS MANAGEMENT PROGRAM//

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GENTEXT/REMARKS/1. THIS MARADMIN ESTABLISHES THE AUTHORITATIVE POLICY FOR ACCESS TO INTERNET-BASED CAPABILITIES FROM THE MARINE CORPS ENTERPRISE NETWORK (MCEN) AND CANCELS REFS (A) AND (B). THE MARINE CORPS EMBRACES AND STRIVES TO LEVERAGE THE ADVANCES OF INTERNET-BASED CAPABILITIES. TO COMPLY WITH REF (C), EFFECTIVE IMMEDIATELY INTERNET-BASED CAPABILITIES WILL BE MADE AVAILABLE TO ALL MCEN USERS.

2. PER REF (C), INTERNET-BASED CAPABILITIES ARE DEFINED AS ALL PUBLICLY ACCESSIBLE INFORMATION CAPABILITIES AND APPLICATIONS AVAILABLE ACROSS THE INTERNET IN LOCATIONS NOT OWNED, OPERATED, OR CONTROLLED BY THE MARINE CORPS, DEPARTMENT OF THE NAVY (DON), DEPARTMENT OF DEFENSE (DOD), OR THE FEDERAL GOVERNMENT. INTERNET-BASED CAPABILITIES INCLUDE COLLABORATIVE TOOLS SUCH AS SOCIAL NETWORKING SITES, SOCIAL MEDIA, USER-GENERATED CONTENT, SOCIAL SOFTWARE, E-MAIL, INSTANT MESSAGING, AND DISCUSSION FORUMS (E.G., YOUTUBE, FACEBOOK, MYSPACE, TWITTER, GOOGLE APPS).

3. IN ACCORDANCE WITH REF (C), MARINE CORPS PERSONNEL ARE AUTHORIZED OFFICIAL USE AND LIMITED PERSONAL USE OF INTERNET-BASED CAPABILITIES VIA THE MCEN. THIS USAGE INCLUDES INTERNET RESOURCES AND SERVICES (INCLUDING DATA AND SYSTEMS) THAT PROVIDE INFORMATION OR TWO-WAY COMMUNICATION (DIALOGUE) WITH THE PUBLIC. ALL USERS MUST FOLLOW THE SPECIFIC GUIDELINES DEFINED IN REF (D). GOVERNMENT-PROVIDED HARDWARE AND SOFTWARE ARE FOR OFFICIAL USE AND LIMITED PERSONAL USE ONLY PER REF (E). LIMITED PERSONAL USE MUST BE OF REASONABLE DURATION AND FREQUENCY THAT HAS BEEN APPROVED BY SUPERVISORS AND DOES NOT ADVERSELY AFFECT PERFORMANCE OF OFFICIAL DUTIES, OVERBURDEN SYSTEMS, OR REFLECT ADVERSELY ON THE MARINE CORPS, DON, OR DOD.

4. EXTERNAL OFFICIAL PRESENCES USING INTERNET-BASED CAPABILITIES ARE ALLOWED PER REF (C). AN EXTERNAL OFFICIAL PRESENCE IS DEFINED AS OFFICIAL PUBLIC AFFAIRS ACTIVITIES CONDUCTED ON NON-DOD SITES ON THE INTERNET (E.G., RECRUITING COMMAND ON FACEBOOK, HQMC PUBLIC AFFAIRS ON TWITTER). THE

DIVISION OF PUBLIC AFFAIRS WILL RELEASE SEPARATE POLICY ON EXTERNAL OFFICIAL PRESENCES.

5. ALL INTERNET-BASED CAPABILITIES WHERE THE PURPOSE CLEARLY INVOLVES PROHIBITED CONTENT SHALL CONTINUE TO BE BLOCKED. PROHIBITED IS CONTENT THAT IS INAPPROPRIATE, INCLUDING: ADULT CONTENT, SEXUALLY EXPLICIT OR SEXUALLY ORIENTED MATERIAL, NUDITY, HATE SPEECH OR RIDICULE OF OTHERS ON THE BASIS OF PROTECTED CLASS (FOR EXAMPLE, RACE, CREED, RELIGION, COLOR, AGE, SEX, DISABILITY, NATIONAL ORIGIN, OR SEXUAL ORIENTATION), GAMBLING, ILLEGAL WEAPONS, MILITANCY/EXTREMIST ACTIVITIES, TERRORIST ACTIVITIES, AND ANY OTHER CONTENT OR ACTIVITIES THAT ARE ILLEGAL, INAPPROPRIATE, OR OFFENSIVE TO FELLOW USERS OR THE PUBLIC.

6. CLASSIFIED, FOR OFFICIAL USE ONLY, CONTROLLED UNCLASSIFIED INFORMATION, CRITICAL INFORMATION, PERSONALLY IDENTIFIABLE INFORMATION, AND PROTECTED MEDICAL INFORMATION WILL NOT BE TRANSMITTED OR POSTED ON MARINE CORPS OWNED, OPERATED, OR CONTROLLED PUBLICLY ACCESSIBLE SITES OR ON COMMERCIAL INTERNET-BASED CAPABILITIES. ALL USERS MUST STRICTLY ADHERE TO SOUND OPERATIONAL SECURITY PRACTICES AS STIPULATED IN REF (F). FOR OFFICIAL INTERNET-BASED CAPABILITIES PRESENCES, REF (G) APPLIES FOR PERSONALLY IDENTIFIABLE INFORMATION AND REF (H) FOR RECORDS MANAGEMENT. WHEN MAKING LIMITED PERSONAL USE OF INTERNET-BASED CAPABILITIES, PERSONNEL MAY NOT USE MARINE CORPS SYMBOLS, LOGOS, AND OTHER IDENTIFIERS (SUCH AS THE EAGLE, GLOBE, AND ANCHOR) IN A MANNER THAT BRINGS DISCREDIT UPON THE MARINE CORPS, OR GIVES THE IMPRESSION OF OFFICIAL OR IMPLIED ENDORSEMENT.

7. PER REF (C), THE MARINE CORPS WILL EDUCATE, TRAIN, AND PROMOTE AWARENESS FOR THE RESPONSIBLE AND EFFECTIVE USE OF INTERNET-BASED CAPABILITIES. EDUCATION ON INTERNET-BASED CAPABILITIES USE WILL BE INTEGRATED INTO ANNUAL USMC OPERATIONAL SECURITY AND INFORMATION ASSURANCE/SECURITY TRAINING FOR ALL USERS OF THE MCEN. AMPLIFYING GUIDANCE WITH RESPECT TO SOCIAL MEDIA BEST PRACTICES AND THE OFFICIAL USE OF SOCIAL MEDIA IN SUPPORT OF COMMAND INFORMATION GOALS WILL BE PROVIDED BY THE DIVISION OF PUBLIC AFFAIRS VIA SEPARATE CORRESPONDENCE.

8. REF (C) AUTHORIZES COMMANDERS TO TAKE IMMEDIATE AND COMMENSURATE ACTIONS, AS REQUIRED, TO SAFEGUARD MISSIONS. THESE ACTIONS MAY INCLUDE TEMPORARILY LIMITING ACCESS TO THE INTERNET TO PRESERVE OPERATIONS SECURITY.

9. ALL USERS ON THE MCEN SHALL ADHERE TO MARINE CORPS REGULATIONS AND POLICIES WHEN USING OFFICIAL AND LIMITED PERSONAL USE INTERNET-BASED CAPABILITIES. MCEN USERS SHALL COMPLY WITH REGULATIONS AND POLICIES SUCH AS PERSONAL STANDARDS OF CONDUCT, OPERATIONAL SECURITY, INFORMATION ASSURANCE, PERSONALLY IDENTIFIABLE INFORMATION ACT, JOINT ETHICS, AND THE RELEASE OF INFORMATION TO THE PUBLIC.

10. THIS POLICY WILL BE INCORPORATED INTO MARINE CORPS ORDER 5239.2, MARINE CORPS INFORMATION ASSURANCE PROGRAM (MCIAP).

11. RELEASE AUTHORIZED BY LTGEN WILLIE J. WILLIAMS, DIRECTOR, MARINE CORPS STAFF.//